

Message Text

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DRAFTEDSBY(COM/BEWT/TPD/562:JLROBBD

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FM SECSTATE WASHDC

TO AMEMBASSY MOSCOW

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E.O.116"2: N/A

TAGS: BEXP* UJ

SUBJECT: COMMERCIAL EXHIBITIONS

FOR BLOW, SLIWICKI, AND THOMPSON

1/ USDOC/TPD CONSIDERING VARIOUS MEANS OF BROADENING COMMERCIAL EXPOSURE IN USSR. ONE POSSIBILITY IS TO SPONSOR THREE SMALLER COMMERCIAL EXHIBITIONS A YEAR INSTEAD OF TWO LARGE ONES AS IS NOW DONE. THIS WOULD PERMIT PROMOTING THREE PRODUCT CATEGORIES PER YEAR INSTEAD OF TWO. TPD THINKING OF AROUND 1,000 SQ. METERS GROSS INSTEAD OF 1,500.

2. WOULD SOVIETS CONSIDER SMALLER PARTICIPATION IN THREE FAIRS INSTEAD OF LARGER SHOWS AT TWO FAIRS AS SIGNAL OF LESSENING INTEREST EVEN THOUGH EXACT OPPOSITE IS INTENDED?

3. WHAT IS SMALLEST EXHIBITION USDOC COULD SPONSOR AND STILL MAINTAIN COMPLETE RESTR

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URANT FACILITIES? WHAT ARE

ALTERNATIVES TO COMPLETE RESTAURANT FACILITIES GLEN THAT
SOME SORT OF MEAL SERVICE IS TO BE PROVIDED?

4. PLEASE DISCUSS AMONG YOURSELVES AND WITH RELEVANT EMBOFFS
AND ADVISE. DECONTROL 12/31/75. ROBINSON

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